

YouGov / The Sun Survey Results

Sample Size: 1699 GB Adults
Fieldwork: 4th - 5th December 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region						
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1699	477	551	141	545	424	388	826	873	206	433	581	479	968	731	217	552	364	418	148	
Unweighted Sample	1699	494	486	139	556	378	404	808	891	115	461	643	480	1094	605	291	585	319	345	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't knows and Wouldn't votes]

Con	36	100	0	0	86	3	13	37	36	27	38	37	38	42	29	43	47	33	30	15
Lab	42	0	100	0	5	93	39	38	47	55	42	43	37	37	50	38	30	52	51	48
Lib Dem	11	0	0	100	3	0	39	12	9	8	13	10	10	12	9	12	14	7	11	6
Other	11	0	0	0	6	4	10	14	7	9	7	10	14	10	12	7	8	8	9	32

Other Parties Voting Intention

UKIP	4	0	0	0	4	1	3	5	2	3	1	3	7	4	4	4	4	5	5	2
SNP / PCY	3	0	0	0	1	2	2	4	2	3	3	3	3	3	3	0	0	1	0	28
BNP	2	0	0	0	1	0	1	3	1	1	1	2	3	1	3	1	3	2	1	1
Green	1	0	0	0	0	0	3	1	2	2	1	2	1	2	1	2	1	1	2	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	1

Non Voters

Would Not Vote	8	0	0	0	3	2	6	6	10	13	12	7	4	6	11	9	6	9	10	5
Don't know	15	0	0	0	14	7	19	11	19	21	14	14	14	15	15	13	16	15	17	10

Do you approve or disapprove of the Government's record to date?

		Dec 1-2	Dec 4-5																		
Approve	27	29	76	4	39	61	5	22	34	24	22	29	29	32	35	20	30	35	27	26	20
Disapprove	58	57	11	92	41	25	87	64	55	59	59	55	60	56	52	65	52	51	60	60	74
Don't know	15	14	13	5	20	14	8	14	11	16	20	16	12	12	13	15	17	15	13	14	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Nov 20-21
Dec 4-5

Here is a list of problems facing the country.
Could you say for each of them which political party you think would handle the problem best?

National Health Service

Conservative	24	23	72	0	8	58	1	8	26	20	13	22	24	28	27	18	27	30	20	19	13
Labour	35	38	6	85	15	10	81	40	38	37	46	31	39	39	37	39	32	31	43	42	45
Liberal Democrat	7	7	3	1	53	3	0	20	8	5	6	7	6	8	7	6	6	9	5	7	1
Other	4	3	0	1	1	2	2	1	4	2	3	2	3	3	2	4	2	2	2	3	9
None	15	13	9	5	6	15	8	12	12	15	4	17	15	12	13	13	15	12	15	11	17
Don't know	15	16	10	7	16	12	9	18	11	21	28	21	14	11	14	20	17	16	14	20	15

Asylum and immigration

Conservative	32	30	71	14	23	57	13	25	34	27	23	30	31	33	36	23	36	37	26	26	22
Labour	17	17	1	47	4	3	43	16	16	18	28	17	17	13	15	20	16	9	25	19	24
Liberal Democrat	6	7	1	4	46	2	3	19	7	6	7	8	5	7	8	5	6	8	6	6	5
Other	9	10	10	5	4	14	4	5	14	7	7	9	10	13	9	12	7	12	11	10	11
None	20	18	10	17	6	15	22	17	16	20	5	18	21	21	19	18	19	17	19	16	24
Don't know	16	17	8	14	16	10	16	20	13	22	30	18	16	14	14	22	16	17	14	23	15

Law and order

Conservative	35	34	83	9	27	67	9	27	39	30	26	33	37	36	41	25	39	41	32	30	19
Labour	23	23	1	63	4	3	59	20	21	25	28	21	24	22	20	27	23	16	31	23	30
Liberal Democrat	4	6	1	3	45	2	1	18	7	4	9	6	4	6	6	5	5	8	4	4	5
Other	5	5	2	1	2	5	2	2	7	4	3	4	6	6	5	5	3	5	5	4	10
None	14	15	7	12	5	12	14	14	12	17	4	17	15	17	14	15	15	13	15	14	20
Don't know	18	18	7	12	18	10	15	19	14	21	31	20	15	13	14	22	15	17	13	24	16

Education and schools

Conservative	27	27	77	3	7	64	3	13	28	26	24	24	27	32	32	20	30	34	27	23	13
Labour	32	32	4	79	9	6	77	29	32	32	37	29	33	32	30	34	29	23	38	37	41
Liberal Democrat	8	8	4	2	60	4	1	26	11	6	6	8	9	9	9	7	8	12	6	7	4
Other	4	3	0	1	2	3	1	2	4	3	2	2	4	4	3	4	2	2	3	3	11
None	12	13	7	7	6	12	9	13	12	13	6	16	13	11	12	14	14	12	14	10	15
Don't know	17	16	8	8	16	11	9	17	13	20	25	20	14	12	13	21	16	17	12	20	16

Taxation

Conservative	27	28	81	2	11	65	4	13	31	24	19	27	28	31	33	20	30	35	25	25	15
Labour	29	28	2	73	5	6	68	26	25	31	31	25	29	30	27	31	25	21	35	30	40
Liberal Democrat	7	9	2	6	59	2	4	26	12	6	10	11	8	7	10	8	7	12	7	10	3
Other	4	4	0	1	2	2	1	2	5	2	4	3	4	4	4	4	3	3	3	4	9
None	15	14	7	8	7	12	11	14	12	16	6	16	15	15	13	15	17	12	16	11	17
Don't know	17	18	7	11	17	12	13	18	14	21	29	19	16	13	14	22	19	17	14	21	15

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unemployment																						
	Conservative	22	22	68	1	8	54	2	9	25	20	13	22	24	25	27	17	24	30	19	19	11
	Labour	31	33	7	79	15	10	72	35	34	33	41	27	34	35	34	33	31	25	41	36	39
	Liberal Democrat	5	5	2	1	44	2	1	17	7	4	4	7	4	5	5	5	4	8	4	5	2
	Other	5	4	1	1	2	4	1	2	6	2	4	4	4	4	4	4	4	4	3	4	8
	None	19	16	11	8	10	17	12	16	13	19	5	18	17	17	15	18	15	15	18	14	21
	Don't know	18	19	11	10	21	14	12	22	16	23	33	22	17	13	16	24	21	18	16	22	18
The economy in general																						
	Conservative	29	30	84	3	15	67	4	17	34	26	24	26	30	35	35	22	32	37	28	26	15
	Labour	26	26	0	72	2	4	64	22	24	27	30	23	27	25	24	28	23	18	33	28	35
	Liberal Democrat	4	5	0	1	50	1	1	17	6	4	3	6	5	5	5	4	4	7	4	5	2
	Other	5	4	0	1	1	2	1	2	5	2	4	3	4	4	3	4	2	3	2	3	9
	None	17	16	7	10	14	13	13	19	14	18	6	19	17	16	15	17	17	15	17	14	22
	Don't know	19	20	8	14	18	13	17	22	16	24	33	23	17	16	17	25	21	20	17	24	17
Thinking about Prime Minister David Cameron, which of the following qualities do you think he has? Please tick all that apply.																						
	Sticks to what he believes in	23	26	52	11	30	44	12	24	30	22	22	22	27	29	30	20	26	28	23	27	20
	Charismatic	24	22	44	12	26	38	10	22	25	20	28	27	22	17	27	16	28	25	22	20	12
	Decisive	18	20	41	7	25	34	8	18	20	21	25	23	17	19	24	15	22	21	18	23	13
	Strong	18	19	43	7	24	34	6	18	20	18	15	20	20	19	21	16	24	22	16	18	9
	A natural leader	17	17	40	6	18	33	6	15	21	13	20	19	16	16	20	13	19	19	15	18	11
	Honest	16	14	39	1	13	32	1	8	16	12	8	9	15	18	17	9	16	17	11	11	9
	Good in a crisis	13	13	34	3	14	28	2	9	14	12	6	13	14	14	15	9	19	15	11	10	4
	In touch with the concerns of ordinary people	8	7	19	1	3	16	1	2	7	6	6	5	7	9	8	5	7	9	6	5	6
	None of these	43	42	7	66	30	17	65	46	40	44	34	38	46	45	37	49	38	35	48	42	59
	Don't know	7	8	4	4	9	5	5	5	8	9	15	9	6	7	6	12	5	8	8	10	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about Labour leader Ed Miliband, which of the following qualities do you think he has? Please tick all that apply.

In touch with the concerns of ordinary people	21	23	7	51	16	8	45	28	21	25	29	18	21	28	23	24	23	20	24	26	29
Honest	18	18	5	42	14	5	38	19	21	16	32	13	16	19	18	18	16	14	19	22	23
Sticks to what he believes in	16	17	8	34	12	8	33	13	17	17	18	14	15	20	17	16	20	13	15	19	21
Decisive	7	8	2	19	4	3	17	5	8	8	14	7	7	8	7	10	4	4	11	11	14
Strong	7	7	2	18	4	2	14	6	6	9	11	6	8	7	6	9	4	4	11	9	14
Good in a crisis	4	5	1	13	2	1	11	3	5	5	5	4	6	4	4	6	3	3	5	8	7
Charismatic	5	5	2	10	6	1	7	4	5	5	11	4	4	3	4	6	3	2	5	9	6
A natural leader	5	4	1	9	2	1	7	3	3	4	4	3	5	3	3	5	2	2	3	5	9
None of these	50	50	72	18	54	73	26	45	53	46	31	52	55	50	51	48	51	55	52	41	46
Don't know	15	15	10	12	14	10	11	14	12	17	25	14	13	13	13	17	13	14	13	18	12

Thinking about Liberal Democrat leader Nick Clegg, which of the following qualities do you think he has? Please tick all that apply.

Charismatic	11	14	21	12	29	16	10	20	16	12	16	18	12	12	16	11	11	16	17	13	4
Honest	12	13	24	4	47	19	2	23	16	11	11	14	12	16	17	9	13	16	13	12	8
In touch with the concerns of ordinary people	11	13	21	6	44	16	4	24	15	12	14	16	12	12	17	8	15	16	12	12	5
Sticks to what he believes in	7	10	17	4	32	13	4	16	13	7	2	8	10	14	12	7	9	11	12	7	7
Decisive	4	6	8	2	28	6	1	11	8	4	6	4	5	7	6	5	4	6	5	6	5
A natural leader	5	5	6	3	21	5	3	10	7	3	3	6	5	5	5	5	5	6	6	4	2
Strong	4	5	8	2	22	5	1	11	5	5	9	5	4	5	6	4	4	6	5	5	3
Good in a crisis	3	4	5	2	25	5	1	9	6	3	3	4	4	6	6	2	5	7	3	3	3
None of these	58	55	38	70	14	49	74	44	53	57	52	48	58	59	52	59	52	52	53	54	76
Don't know	13	12	9	9	10	9	7	9	10	14	16	14	12	10	9	16	13	11	10	16	7

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	48	105
Male 25 to 39	206	217
Male 40 to 59	311	287
Male 60 +	243	216
Female 18 to 24	67	100
Female 25 to 39	255	216
Female 40 to 59	332	294
Female 60 +	237	263
Region		
North England	345	418
Midlands	247	279
East England	164	163
London	291	217
South England	421	389
Wales	72	85
Scotland	159	148
Social Grade		
AB	613	476
C1	481	493
C2	261	357
DE	344	374
Newspaper Type		
Express / Mail	346	272
Sun / Star	202	399
Mirror / Record	116	170
Guardian / Independent	104	76
FT / Times / Telegraph	114	161
Other Paper	239	195
No Paper	578	425
Political Party Identification		
Labour	486	552
Conservative	498	484
Liberal Democrat	189	204
SNP/Plaid Cymru	41	29
Others	81	22
None/ DK	404	408

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